

5

CLAIMS

What is claimed is:

1. A merge/purge system for eliminating duplicate mailings from maintainers of lists of names and addresses comprising:

processing the lists from each maintainer through a computer software program which establishes a standard format to remove nonconforming addresses,

applying a match code algorithm from said software to assign a match code to each record of names and addresses on each list,

applying a key code identification number from said software to identify the source of each record,

transmitting the processed recorded data containing only match and identification codes representative of each record to a central merge/purge processing operation,

processing the coded recorded data through the merge/purge operation to remove duplicate information based only upon the match and identification codes and provide purged output lists data,

25

20

5 retransmitting the purged recorded output lists data back to the lists maintainers,

processing the purged output data to match back unduplicated match codes to the original lists of names and addresses, and

10 transmitting mailings from the list maintainers to the purged lists of names and addresses.

2. The system of claim 1 wherein the addresses are email addresses.

3. The system of claim 2 wherein the match code algorithm produces a number for each email address, the number having two parts.

4. The system of claim 3 wherein the first part of said number is produced by obtaining the ASCII value for each character of the email address, dividing the ASCII value by the character position in the entire string of characters, and storing the first six decimal positions.

5. The system of claim 4 wherein the second part of said number is produced by obtaining the ASCII value for each character of the email address, dividing the ASCII value by that value plus one, and storing the first six decimal positions.

- 5 6. The system of claim 5 wherein the final number is a result of the combination of the first and second parts.
7. The system of claim 1 wherein the merge/purge operation provides a plurality of purged output lists.
- 10 8. The system of claim 7 wherein each of the purged recorded data output lists are retransmitted to each respective list maintainer.
9. The system of claim 8 wherein match and identification code data representing names and addresses are supplied to the merge/purge operation without supplying actual address data.
- 15 10. A merge/purge system for eliminating duplicate mailings from maintainers of lists of names and addresses comprising:
- computer programming means for processing maintainers lists of names and addresses to establish a standard format to remove nonconforming addresses, including:
- means applying a match code algorithm to assign a match code to each record of names and addresses on each list,
- 20 means applying a key code identification number to identify the source of each record, and

5 a central merge/purge processor receiving said match and key codes from said lists and removing duplicate information based upon said codes to provide purged output lists data back to said maintainers lists,

10 said computer programming means processing said purged output lists data from said maintainers lists to match back unduplicated match codes to the original lists of names and addresses,

said lists maintainers transmitting mailings to the purged lists of names and addresses.

15 11. The system of claim 10 wherein the addresses are email addresses.

12. A method for eliminating duplicate mailings from maintainers lists of names and addresses comprising:

20 processing the lists from each maintainer through a computer software program utilizing the following match code algorithm to assign a match code to each record of names and addresses on each list to remove nonconforming addresses,

5 SECTION: Sum by ASCII Value in the Email divided by its position.

```

If (int_error_indicator = False) Then
    dbl_prior = 0
    str_cmc = ""
    str_cmc = Ucase(Mid(str_irecord, intEmailpos, intEmaillen)
10 For int_loop = 1 To Len(Trim(str_cmc))
    dbl_currentvalue = 0
    dbl_currentvalue = Asc(Mid(str_cmc, int_loop 1) / int_loop
    dbl_prior = dbl_prior + dbl_currentvalue
Next
15 'str_sectional = Mid(Str(dbl_prior) + ".000000", Instr(Str(dbl_
prior), ".") + 1, 6)
str_sectional = Mid(Mid(Str(dbl_prior), Instr(Str(dbl_prior),
".")) + 1, 6) + "000000", 1, 6)

```

SECTION: Sum the series a/b + b/c +c/d....

```

20 Int_numerator = 0
    dbl_prior = 0
    int_numerator = Asc(Mid(str_cmc, 1, 1)
    For int_loop = 2 To Len(Trim(str_cmc))
        dbl_currentvalue = 0
25        dbl_currentvalue = int_numerator / Asc(Mid(str_cmc,
int_loop, 1))
        dbl_prior = dbl_prior + dbl_currentvalue
        int_numerator = Asc(Mid(str_cmc, int_loop, 1))
Next
30 'str_section2 = Mid(Str(dbl_prior) + ".000000",
Instr(Str(dbl_prior), ".") + 1, 6)
str_section2 = Mid(Mid(Str(dbl_prior), Instr(Str(dbl_prior),
".")) + 1, 6) + ".000000", 1, 6)

```

SECTION: Build Output Record.

```

35 str_orecord = ""
    str_orecord = str_orecord & Mid(str_section1 & str_section2
& Space(12), 1, 12)
    str_orecord = str_orecord & Mid(str_irecord, intPINpos,
intPINlen)
40 If (intKeypos > 0 Or intKeylen > 0)Then
    str_orecord = str_orecord & Mid(Mid(str_irecord, intKeypos,
intKeylen) & Space (12), 1, 12)

```

```

5 Else
    str_orecord = str_orecord & Space(12)
End If
str_orecord = str_orecord & Mid(frmEncipher.txtjobno.Text &
Space(8), 1, 8)
10 str_orecord = str_orecord & "X"
Print #2, str_orecord
frmEncipher.txtocount.Text = frmEncipher.txtocount.Text + 1
Else
    Print #3, str_irecord
15 End If

```

transmitting the lists processed by said algorithm back to the lists maintainers, and transmitting mailings from the list maintainers to the remaining lists of names and addresses.